



**KPLX
DALLAS/FORT WORTH
ISSUE/PROGRAM REPORT
FIRST QUARTER 2013
April 1, 2013**



Part 1 – INTRODUCTION

KPLX (FM) is licensed to Fort Worth, TX and serves the Dallas/Fort Worth area. From January 1 through March 31, 2013, KPLX (FM) aired xx minutes hours of public affairs programming weekly. This includes a locally produced weekly program ("Impact Texas" which focuses on issues affecting our local community and includes guests who have knowledge of these topics.

Weekend Programming:

"Impact Texas" – every Sunday morning from 5:30a – 6a.

Details about individual Impact Texas segments are included in Part 2 of this report.

KPLX is a participant in "The Amber Plan", in which area radio stations alert the public of confirmed child abductions. In the First Quarter of 2013, KPLX activated "The Amber Plan" when necessary, to provide information about child abductions to the general public.

KPLX has determined the following to issues of concern to our audience during the First Quarter of 2013:

- 1-Children's Services
- 2-Community Services for Special Needs
- 3-Employment and the Economy
- 4-Veterans services and Community Awareness
- 5-Child Abuse Prevention Services

During this time, if KPLX participated in Community Service Projects, they are listed and described in Part 3.

During the First Quarter of 2013, KPLX ran a total of xx recorded and live PSAs. The PSAs aired through all day parts, Monday through Sunday from 6:00 AM until 5:59 AM. The following pages describe the station's most significant treatment of the previously described community issues of concern.

Part 2 – KPLX's SELECTED ISSUES OF CONCERN

SERIES TITLE: Impact Texas
PROGRAM: Ronald McDonald House of Dallas
SEGMENT LENGTH: 30 minutes
DATE AIRED: Sunday – January 6, 2013
TIME AIRED: 5:30 AM – 6 AM
SOURCE: Local In-House
DESCRIPTION: Since 1981, the Ronald McDonald House of Dallas has existed to serve and sustain families when serious illness or injury strikes the most cherished parts of their lives, their children. We visited with Jill Cumnock, CEO about the services the RMHD provide, their history, needs and volunteer opportunities available for North Texans.

SERIES TITLE: Impact Texas
PROGRAM: Citizens Development Center
SEGMENT LENGTH: 30 minutes
DATE AIRED: Sunday – January 13, 2013
TIME AIRED: 5:30 AM – 6 AM
SOURCE: Local In-House
DESCRIPTION: This week we talked to Citizens Development Center. Since 1951, CDC has empowered tens of thousands of North Texans with disabilities in their journey to become productive members of our community. We spoke with CDC's Executive Director David L. Patterson as well as their Director of Development Virginia Lockwood about their programs, events and volunteer opportunities.

SERIES TITLE: Impact Texas
PROGRAM: Banking On Our Future
SEGMENT LENGTH: 30 minutes
DATE AIRED: Sunday – January 20, 2013
TIME AIRED: 5:30 AM – 6 AM
SOURCE: Local In-House
DESCRIPTION: We spoke to the Program Manager of Banking On Our Future, Amy Taylor, about the financial literacy programs they provide, primarily to children & young adults.

SERIES TITLE: Impact Texas
PROGRAM: Austin Street Centre
SEGMENT LENGTH: 30 minutes
DATE AIRED: Sunday – January 27, 2013
TIME AIRED: 5:30 AM – 6 AM
SOURCE: Local In-House
DESCRIPTION: Austin Street Centre exists to provide emergency shelter and related services to the homeless, and to provide "whole person" therapeutic programs so that the person in need

might better be able to make responsible choices, positive changes and have economic self-sufficiency. Austin Street Centre Executive Director Keith Price spoke about the Centre.

SERIES TITLE: Impact Texas
PROGRAM: Chrons and Colitis Foundation
SEGMENT LENGTH: 30 minutes
DATE AIRED: Sunday –February 3, 2013
TIME AIRED: 5:30 AM – 6 AM
SOURCE: Local In-House
DESCRIPTION: We spoke this week with Jacqueline Way-Leech about the foundation and their efforts to help North Texans affected by Irritable Bowel Disease (IBD). We also spoke about their upcoming event on April 28, and volunteer needs.

SERIES TITLE: Impact Texas
PROGRAM: Down Syndrome Guild of Dallas
SEGMENT LENGTH: 30 minutes
DATE AIRED: Sunday – February 10, 2013
TIME AIRED: 5:30 AM – 6 AM
SOURCE: Local In-House
DESCRIPTION: This week we talked about Down Syndrome with the Executive Director of the Down Syndrome Guild of Dallas, Neely Hicks. We talked about the stats in North Texas, research for Down Syndrome, as well as their volunteer opportunities.

SERIES TITLE: Impact Texas
PROGRAM: Executives in Action
SEGMENT LENGTH: 30 minutes
DATE AIRED: Sunday –February 17, 2013
TIME AIRED: 5:30 AM – 6 AM
SOURCE: Local In-House
DESCRIPTION: Executives in Action match non profits with needs to executives who have a specific matching expertise and are currently in transition, looking to provide their skills. We spoke with their new Executive Director about their organization, testimonials from two of their partner organizations.

SERIES TITLE: Impact Texas
PROGRAM: Dallas Children's Theater
SEGMENT LENGTH: 30 minutes
DATE AIRED: Sunday –February 24, 2013
TIME AIRED: 5:30 AM – 6 AM
SOURCE: Local In-House

DESCRIPTION: This week who spoke to Sandra Session-Robertson, Communications Director for the Dallas Children's Theater. Sandra got her start through Executives in Action, a previous interview. We spoke about her background, the benefits she has received from volunteering, as well as the theater, how Texans can get involved, volunteer opportunities as well as donation support need for this organization.

SERIES TITLE: Impact Texas
PROGRAM: Heroes On The Water
SEGMENT LENGTH: 30 minutes
DATE AIRED: Sunday –March 3, 2013
TIME AIRED: 5:30 AM – 6 AM
SOURCE: Local In-House
DESCRIPTION: Heroes On The Water works to rehab injured vets through kayaking and fishing. We spoke to the Executive Director Hillanne Myers about the history of their organization, how our Vets can get involved, as well as volunteer and donation need from the community.

SERIES TITLE: Impact Texas
PROGRAM: Ability Connection Texas
SEGMENT LENGTH: 30 minutes
DATE AIRED: Sunday – March 10, 2013
TIME AIRED: 5:30 AM – 6 AM
SOURCE: Local In-House
DESCRIPTION: Ability Connection Texas has been providing vital care and support to people with disabilities for over 59 years. We spoke with Mark Denzin about the programs they provide, as well as their upcoming event to raise money for the organization.

SERIES TITLE: Impact Texas
PROGRAM: Wipe Out Kids Cancer
SEGMENT LENGTH: 30 minutes
DATE AIRED: Sunday –March 17, 2013
TIME AIRED: 5:30 AM – 6 AM
SOURCE: Local In-House
DESCRIPTION: This week we talked to the Executive Director for Wipe Out Kids Cancer about their organization, programs they provide as well as the details on the partnership they have during the month of March with Jersey Mike's Subs where a portion of every purchase goes directly to Wipe Out Kids Cancer, with 100% of the proceeds on March 27, 2013 going to WOKC.

SERIES TITLE: Impact Texas
PROGRAM: ACH Child & Family Services
SEGMENT LENGTH: 30 minutes

DATE AIRED: Sunday –March 24, 2013
TIME AIRED: 5:30 AM – 6 AM
SOURCE: Local In-House
DESCRIPTION: ACH Child & Family Services has been in existence since 1919. We talked to their Executive Director Wayne Cross about their history, their 18 programs, as well as their upcoming events and volunteer opportunities.

SERIES TITLE: Impact Texas
PROGRAM: National Kidney Foundation
SEGMENT LENGTH: 30 minutes
DATE AIRED: Sunday – March 31, 2013
TIME AIRED: 5:30 AM – 6 AM
SOURCE: Local In-House
DESCRIPTION: This week we spoke to Mark Edwards, Division Program Director for the National Kidney Foundation Serving North Texas, as well as Dr Asha Chemmalakuzhy, M.D. of Dallas Nephrology Associates, about kidney disease. We spoke about the causes, prevention, symptoms, as well as discussed dialysis. We spoke about volunteer opportunities with the National Kidney Foundation as well as discussed their upcoming events

Part 3 – OTHER COMMUNITY INVOLVEMENT FOR KPLX

COMMUNITY EVENTS

Non-Broadcast Events:

Coats for Kids coat drive @ Holt CJD

Friday, January 18th, 2013:

- ♦ Holt Chrysler Jeep Dodge Coat Drive – WOLF was on-site at Chrysler Jeep Dodge in Arlington for a Coats for Kids coat drive. This collection benefited the neglected and abused children in the DFW area under the care of the child protective custody system. We asked people to bring a new or gently used winter coat, in any size, to Holt CJD in exchange for WOLF Mardi Gras tickets.

2013 Cumulus Job Fair – Putting Texans Back to Work

Tuesday, March 19th, 2013:

- ♦ 2nd Annual Cumulus Job Fair at Irving Convention Center - WOLF was on-site at Irving Convention Center in Las Colinas for “Putting Texans Back to Work” Job Fair to help connect non-employed or under-employed individuals with the 113 hiring companies that were on-site. There were over 2,000 people in attendance and clients were pleased with the leads they received.

Donation Baskets

Each month 99.5 The WOLF donates five donation baskets, valued at approximately \$300 each, to different charities and organizations throughout the Dallas/ Fort Worth Metroplex.